WHAT IS CLAIMED IS:

1   1.   A method of comparing products comprising:

2   selecting a first configuration, wherein said first configuration represents a

3   first

4   product with a first attribute;

5   selecting a second configuration, wherein said second configuration represents

6   a second product with a second attribute; and

7   displaying said first attribute and said second attribute, wherein said first

8   attribute is defined in said first configuration and said second attribute

9   is defined in said second configuration.

1   2.   The method of claim 1, wherein said first product is a first vehicle and

2 said second product is a second vehicle.

1   3.   The method of claim 2, further comprising:

2   selecting said first configuration from at least one stored configuration.

1   4.   The method of claim 2, further comprising:

2   generating said first configuration by:

3   selecting a make of said first vehicle,

4   selecting a model of said first vehicle, and

5   selecting a trim level of said first vehicle.

1   5.   The method of claim 4, further comprising:

2   selecting an equipment level of said first vehicle.

1   6.   The method of claim 1, further comprising:

2   generating a third configuration, wherein said third configuration is

3   comparable to said first configuration with regard to a vehicle type.

1   7.   The method of claim 6, wherein said third configuration is also

2   comparable to said first configuration with regard to a vehicle price.

1   8.   A computer system comprising:

2   a processor;

3   a display, coupled to said processor;

4   computer readable medium coupled to said processor; and

5   computer code, encoded in said computer readable medium, configured to

6   cause said processor to:

7   select a first configuration, wherein said first configuration represents a

8   first product with a first attribute;

9   select a second configuration, wherein said second configuration

10   represents a second product with a second attribute; and

11   cause said display to display said first attribute and said second

12   attribute, wherein said first attribute is defined in said first

13   configuration and said second attribute is defined in said second

14   configuration.

1   9.   The computer system of claim 8, wherein said first product is a first

2   vehicle and said second product is a second vehicle.

1   10.   The computer system of claim 9, wherein said computer code is further

2   configured to cause said processor to:

3   select said first configuration from at least one stored configuration.

1   11.   The computer system of claim 9, wherein said computer code is further

2   configured to cause said processor to:

3   generate said first configuration by virtue of said computer code being further

4   configured to cause said processor to:

5   select a make of said first vehicle,

6   select a model of said first vehicle, and

7   select a trim level of said first vehicle.

1   12.   The computer system of claim 11, wherein said computer code is

2   further configured to cause said processor to:

3   select an equipment level of said first vehicle.

1   13.   The computer system of claim 8, wherein said computer code is further

2   configured to cause said processor to:

3   generate a third configuration, wherein said third configuration is comparable

4   to said first configuration with regard to a vehicle type.

1   14.   The computer system of claim 13, wherein said third configuration is

2   also comparable to said first configuration with regard to a vehicle price.

1   15.   A computer program product encoded in computer readable media,

2   said computer program product comprising:

3   a first set of instructions, executable on a computer system, configured to

4   select a first configuration, wherein said first configuration represents a

5   first product with a first attribute;

6   a second set of instructions, executable on said computer system, configured to

7   select a second configuration, wherein said second configuration

8   represents a second product with a second attribute; and

9   a third set of instructions, executable on said computer system, configured to

10   display said first attribute and said second attribute, wherein said first

11   attribute is defined in said first configuration and said second attribute

12   is defined in said second configuration.

1   16.   The computer program product of claim 15, wherein said first product

2   is a first vehicle and said second product is a second vehicle.

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1   17.   The computer program product of claim 16, wherein said computer

2   program product further comprises:

3   a fourth set of instructions, executable on said computer system, configured to

4   select said first configuration from at least one stored configuration.

1   18.   The computer program product of claim 16, wherein said computer

2   program product further comprises:

3   a fifth set of instructions, executable on said computer system, configured to

4   generate said first configuration, wherein said fifth set of instructions

5   comprises:

6   a first sub-set of instructions, executable on said computer system,

7   configured to select a make of said first vehicle,

8   a second sub-set of instructions, executable on said computer system,

9   configured to select a model of said first vehicle, and

10   a third sub-set of instructions, executable on said computer system,

11   configured to select a trim level of said first vehicle.

1   19.   The computer program product of claim 18, wherein said fifth set of

2   instructions further comprise:

3   a fourth sub-set of instructions, executable on said computer system,

4   configured to select an equipment level of said first vehicle.

1   20.   The computer program product of claim 15, wherein said computer

2   program product further comprises:

3   a fourth set of instructions, executable on said computer system, configured to

4   generate a third configuration, wherein said third configuration is

5   comparable to said first configuration with regard to a vehicle type.

1   21.   The computer program product of claim 20, wherein said third

2   configuration is also comparable to said first configuration with regard to a vehicle

3   price.

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1   22.   A apparatus for comparing products comprising:

2   means for selecting a first configuration, wherein said first configuration

3   represents a first

4   product with a first attribute;

5   means for selecting a second configuration, wherein said second configuration

6   represents a second product with a second attribute; and

7   means for displaying said first attribute and said second attribute, wherein said

8   first attribute is defined in said first configuration and said second

9   attribute is defined in said second configuration.

1   23.   The apparatus of claim 22, wherein said first product is a first vehicle

2   and said second product is a second vehicle.

1   24.   The apparatus of claim 23, further comprising:

2   means for selecting said first configuration from at least one stored

3   configuration.

1   25.   The apparatus of claim 23, further comprising:

2   means for generating said first configuration by:

3   selecting a make of said first vehicle,

4   selecting a model of said first vehicle, and

5   selecting a trim level of said first vehicle.

1   26.   The apparatus of claim 25, further comprising:

2   means for selecting an equipment level of said first vehicle.

1   27.   The apparatus of claim 22, further comprising:

2   means for generating a third configuration, wherein said third configuration is

3   comparable to said first configuration with regard to a vehicle type.

1   28.   The apparatus of claim 27, wherein said third configuration is also

2   comparable to said first configuration with regard to a vehicle price.